



Marketing & Social Media Coordinator

ORGANIZATION OVERVIEW

Scarborough Food Security Initiative (Feed Scarborough) is a community driven and led charity in South Scarborough focused on Food Insecurity and Poverty in the region. Born out of the 2020 pandemic, Feed Scarborough has three levels of approach to Food Insecurity. The “Urgent Need approach (We run 4 Food Banks, Mobile Soup Kitchens and Covid Vaccine awareness Programmes), The “Long Term Sustainable” approach (We run business incubation programme for our clients, Culinary and Hospitality training programme for Youth, Community Gardens and training on growing sustainable food), The “Systemic” approach (We realize that we can never solve the food insecurity problem without significant policy change. Food is a Human Right in Canada, and we need our governments to uphold the commitment that Canada made over 50 years ago. Currently we serve over 1000 Families every week through our programmes.

ROLE OVERVIEW

The Marketing and Social Media Coordinator will help create and lead the marketing and social media strategy for our organization and various programmes. This will include the development of community-based partnerships with an emphasis on implementing our innovative problem solving strategy. The focus will include:

- Developing and implementing a social media and marketing strategy for Feed Scarborough and their programmes to generate new followers, donors and community relationships.
- Participating, supporting and taking ownership of our programmes that range from social media, marketing, grant research and writing
- Connecting with potential clients through a number of direct and indirect avenues, including social media, direct phone communication (cold calling with an approach to offer assistance, understanding needs and providing solutions).
- Work closely with elected officials across Scarborough and promote Feed Scarborough and build strategic relationships
- Connecting with current and potential donors and promote Feed Scarborough, and discuss the need.
- Updating and maintaining a detailed list documenting all calls and correspondence and providing monthly updates and forecasting.
- Partnering to develop, build, and implement a social media strategy establishing a brand presence with an emphasis on building strategic partnerships.
- Developing and implementing a marketing strategy with the intent to build a campaign, system, and overall process to generate brand awareness and engagement.
- Supporting key projects in strategic planning, marketing initiatives, including market research, analysis, report writing, and presentations.
- Playing a key role in supporting with grant writing and preparation and fundraising efforts. Employing highly effective interpersonal, communication, and presentation skills.
- Manage all the social media platforms and create content for the platforms.



KEY SUCCESS FACTORS

- Bachelor's degree or diploma in business, marketing, communications or related field.
- Knowledge and experience in the application of social media platforms (i.e., Instagram, Facebook, Twitter, Snapchat, LinkedIn, TikTok, etc.).
- Content creation experience (blogs, social media posts, memos, newsletters, etc.) would be an asset.
- Tech savvy with a flair for creativity, innovation and design. Experience in web design would be an asset.
- Strong eye for design and branding.
- Excellent oral and written communication skills.
- Detail oriented with strong organizational skills.
- Strong research, project management, and analytical skills.
- A key team player who is willing to support all team members and clients, with a client-centered approach.

We are excited to talk to you about the opportunity to join our team! This is an exceptional opportunity to build your skillset in marketing and social media! Please Email your cover letter, resume and examples of social media platforms managed by you to : hr@feedscarborough.ca

Application Deadline: September 6, 2021

Job Types: Full-time, 6 Month Contract (26 weeks), In person

Salary: \$20 per hour

Schedule:

- 7.5 per day (37.5 hours per week)
- Typically Monday to Friday (Might be some exception for weekends and evenings)

Requirements:

- Experience with social media platforms: 2 years (preferred)
- Between the ages of 15yr – 30 yr (Grant Requirement)
- Canadian Resident or Permanent Resident or Canadian Refugee Status (Grant Requirement)
- Post Secondary Graduate (Grant Requirement)
- Non-Profit Marketing experience preferred
- Having a deep understanding and/or lived experience with Food Insecurity preferred